

SPECIFICATION

Please amend the specification as follows:

In paragraph [0042]:

In the example embodiment presented herein, the product assortment module 112 identifies the problem on the shelf, such as whether there is enough product on the shelf in order to meet the projected demands of the consumer traffic that is expected to be visiting the store, or making the shelf more efficient, such as by putting products oriented or marketed at children on the lower ~~shelves~~shelf, or putting in gravity fed product dispensers so that when product volume on the shelf falls, the last few products remaining are not difficult to reach as the product is pushed forward by the dispenser.

In paragraph [0046]:

In the example embodiment, a reporting/output block ~~114~~ 120 generates reports including various types of information. Such reports can be in hard copy form; and/or they can be interactive electronic documents such as web pages, spread sheets, PowerPoint® presentations or the like; and/or they can comprise electronic data files for further review, display, and processing by additional applications. An example report is attached to the end of this specification. In the example embodiment, as part of the reporting operations, the reporting/output block ~~114~~ 120 creates a Category Scorecard, which summarizes the possible opportunity, or gap that the retailer can pursue by making the changes in product or category suggested by the system and currently being stocked on the shelves of the retail outlet. The Category Scorecard can also be used for internal tracking by region for product distribution. In addition, the Category Scorecard provides a performance read which shows where the retailer scores relative to the national or regional performance levels of the same product grouping. See FIG. 2 for an example of an illustrative Category Scorecard. Such a category scorecard is useful for allowing a retailer to

understand the current category management situation and also to determine how the situation has improved some time after changes have been implemented.